

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Will Gluck an American film director, screenwriter and producer was born in New York. Will's career started off writing for *The John Larroquette Show* and then he went on to write and produce for shows like *Grosse Pointe, Luis* and *Andy Richter Controls the Universe*. He co-created and produced the Fox series *The Loop* with Pam Brady. He then became a feature director and his first effort was the film *Fired Up* which was released on February 20, 2009.

His next film was 2010's *Easy A*, starred by Emma Stone, Thomas Haden Church, Patricia Clarkson, Stanley Tucci, Lisa Kudrow, and Penn Badgley among others, which he also rewrote and produced. It grossed over \$75 million worldwide and was nominated for a People's Choice Award, Golden Globe Award (for Emma Stone), Critics Choice Award for Best Comedy, GLAAD award, A.C.E. award, among others.

The last film was *Friends with Benefits* released on July 22, 2011 and starred by Justin Timberlake and Mila Kunis. The ensemble cast includes Woody Harrelson, Richard Jenkins and Patricia Clarkson. It has

grossed over \$149 million worldwide to date. He recently signed a two year film and television production deal with Sony Pictures Entertainment encompassing Columbia Pictures, Screen Gems, and Sony Pictures Television.

*Easy A* is a 2010 teen comedy film written by Bert V. Royal, directed by Will Gluck, and starring Emma Stone which the running time is about 92 minutes. Partially inspired by the novel *The Scarlet Letter*, the film was shot at Screen Gems studios and in Ojai, California. Screen Gems distributed with a release on September 17, 2010. It was released on DVD and Blu-ray Disc December 21, 2010.

The story of this movie begins when Olive Penderghast lies to her best friend Rhiannon about going on a date in order to get out of camping with her and her hippie parents. Instead, she hangs around the house all weekend, listening to "Pocketful of Sunshine". The following Monday, pressed by Rhiannon, Olive lies about losing her virginity to a college guy. Marianne (Amanda Bynes), a girl at their school who is a zealous Christian, overhears her telling the lie and soon it spreads like wildfire.

The school has a conservative church group run by Marianne who decides Olive will be their next project. The group's harassment, disguised as concern, comes to head at an English class taught by Mr. Griffith. The class is reading *The Scarlet Letter*, a novel about adultery and shame. When one of

the girls from the church group makes a snide comment to Olive suggesting Olive wear a red A as well, Olive shoots back and Mr. Griffith sends her to the principal's office. During her detention she tells her friend Brandon the truth, and he explains how others bully him because he's gay.

Brandon comes over later and asks Olive to pretend to sleep with him so that he will be accepted by everyone else at school. Brandon convinces Olive and they pretend to have sex at a party. Afterwards she bumps into Todd (Penn Badgley), whom she almost kissed years ago during seven minutes in heaven but instead agreed to lie about it when he said he was not ready.

After having a fight with Rhiannon over Olive's new identity as a "dirty skank", Olive decides to counteract the harassment by embracing her new image as the school tramp. She begins to wear more provocative clothing and stitches a red 'A' to everything she wears. Boys who usually have had no luck with girls in the past begin to give her gift cards and money to say they have had sex with her in order to increase their own popularity, which in turn increases her reputation.

Olive comes to short-lived understanding with Marianne, but it is ruined when Marianne's boyfriend Micah gets chlamydia and lies that Olive gave it to him. Olive sees Mrs. Griffith, the guidance counsellor and her

teacher's wife, who tearfully confesses that she slept with Micah. Olive promises to take the blame to save Mrs. Griffith's job and marriage. Rhiannon, partly jealous of the attention Olive is getting, joins the church group and starts harassing her former best friend.

Olive soon realizes that, though everyone thinks she is sleeping around, no one was actually attempting to sleep with her. This changes when Anson comes up to her and asks her out. The date goes sour when Olive sees Rhiannon at the restaurant and remembers she has a crush on Anson. In the parking lot, Anson attempts to pay her off; Olive asks what they will say happened but Anson thinks he will actually get sex and tries to kiss her. She resists and he drives off. Todd, who works at the restaurant, sees her and offers to drive her home.

Todd tells her that he does not believe the rumor mill, he remembers when she lied for him because he wasn't ready for his first kiss and thinks she is actually great. He says he wishes she actually was his first kiss, and not Rhi. Todd then asks for permission to kiss Olive but she says no, wanting to wait until she sorts out her life.

Olive goes to the boys that propositioned her and demands they admit that the rumors are all lies but they refuse and Brandon even ran off, leaving behind a note telling his parents he's gay. When she goes to Mrs. Griffith to

make her come clean, she refuses and implies that no one would believe Olive over her. Olive runs to Mr. Griffith and tells him the truth but immediately regrets it, realizing she just destroyed a marriage.

To get everything finally in the open, she does sing a song and dance number at a pep rally and pretends she will be doing a sex show via web cam with Todd. In actuality she confesses what she has done. She also makes up with Rhi, apologizing for lying. When she is finishing up, Todd comes by riding a lawnmower, holding a boombox and tells her to come out. She closes her web cam confession saying she really likes Todd and maybe she will lose her virginity to him in the future but at the end of the day it is no one's business but her own. She leaves the house to kiss him and they ride off from the neighbourhood on the lawnmower.

There are four reasons why researcher chooses *Easy A* movie. There are the character and characterization, setting, plot and also the theme of the movie itself. First, *Easy A* describes the character changing of the major character which is played by Emma Stone after she lied about losing her virginity to a college guy. It is interested to examine the process of character changing in this movie because in the beginning the major character is described as a good girl changes her new identity as a "dirty skank".

The Second, *Easy A* has received many wins and nominations. It has been nominated for 4 Teen Choice Awards and won 2 of this nomination. This movie also has been nominated for 3 MTV Movie Awards and won one of the nominations. This movie also won in Broadcast Film Critics Association Awards. And later it has nominated for 68<sup>th</sup> Golden Globe Awards, The Comedy Awards, and People's Choice Awards .

The third interesting part of this movie is the setting. The setting of this movie was taken from America. Though set on the California. The school actually shot at Ojai High School.

The fourth interesting part of the plot in this movie is the conflict between the major character with the people around her and also the conflict with herself. The outer conflict here happens between Olive and her friends. The conflict begins when Olive's behavior has change and she becomes so different if it compared with her previous condition. This condition makes the people around her including her friend and family feels disappointed with her.

Based on the explanation above, the researcher proposed to conduct a research entitled **“THE INFLUENCE OF ENVIRONMENT ON PERSONALITY DEVELOPMENT IN *EASY A* (2010) MOVIE DIRECTED BY WILL GLUCK A BEHAVIORIST PERSPECTIVE”**.

## **B. Literature Review**

*Easy A* movie is an interesting movie which is analyzed by the researcher by applying behaviorist perspective. The researcher interested with this movie after watching the movie.

During conducting the research of this movie, the researcher does not find a previous research related with this movie in Muhammadiyah University of Surakarta as the object of her paper.

## **C. Problem Statement**

The problem statement of this research is, how is the influence of environment on personality development is reflected in Will Gluck's *Easy A* Movie.

## **D. Limitation of the Study**

The writer focuses this research in analyzing the influence of environment on the personality development of the major character in Will Gluck's *Easy A* based on behaviorist perspective.

## **E. Objective of the Study**

Based on the problem statement above, the writer formulates the objective of the study as follows:

1. To analyze the structural elements of the movie.
2. To analyze the movie based on behaviorist perspective.

#### **F. Benefit of the Study**

The study is expected to give benefits as follows:

##### **1. Theoretical Benefit**

To give some contribution to the development of the large body of the knowledge, particularly the literary study on *Easy A* movie especially by behavior approach.

##### **2. Practical Benefit**

To improve the researcher's understanding and competence in applying Behaviorist Perspective in literary study.

#### **G. Research Method**

##### **1. Type of the Study**

The research about this movie belongs to qualitative research. It is because it does not need a statistic to explore the facts. Qualitative research is a type of research that does not include calculation and enumeration.



## **2. Object of the Study**

The object of the study is *Easy A* movie directed by Will Gluck and published by Sony Picture Entertainment, Columbia Pictures, and Sony Picture Television, 2010 USA. It is analyzed by applying Behaviorist Perspective.

## **3. Type of the Data and the Data Source**

The type of the data is in the form of a script movie entitled *Easy A* movie directed by Will Gluck. The researcher divides the data source into two categories: primary data source and secondary data source.

### **a. Primary Data Source**

The primary data source of the study is *Easy A* movie which was released in 2010 and written by Berth V. Royal and directed by Will Glucks. This film was distributed by Columbia Pictures.

### **b. Secondary Data Source**

The writer takes the secondary data source, including reference and materials related to the study whether picking up from books or internet

#### **4. Technique at the Data Collection**

The method of collecting data that is done by the researcher is note taking and also image capturing. Note taking here the researcher tries to find the subtitle or dialogue that include in this movie. Finding out the articles or books which related with the movie also important to complete the data. While image capturing the researcher find out the image which describe every scene of this movie.

The technique of collecting data of this research conducted through some steps as follows:

- a. Watching movie and finding out the important sentence on the dialogues.
- b. Reading script of the movie.
- c. Reading the books that are connected to the research.
- d. Browsing to the internet to get some information or articles that related to the research.
- e. Finding out the important data.
- f. Arranging the important data based on its.
- g. Developing the data that are provided.

#### **5. Technique of the Data Analysis.**

The data analyzing technique of this research is descriptive, qualitative analysis of content analysis. The analysis is started from the

structural analysis of the work and finally the behaviorist analysis of the literary work.

## **H. Research Paper Organization**

The researcher divides this research into five chapters. Chapter I is introduction, here the researcher elaborates the background of the study, problem statement, objective of the study and research paper organization. Chapter II is underlying theory. It discusses the notion of behavior perspective. In this chapter the researcher explains the notion of behaviorism, behaviorist perspective and also the principle of behaviorism.

Chapter III is structural analysis. In this chapter the researcher explains the structural elements of the movie and also the discussion. Chapter IV is behaviorist analysis. In this chapter, the researcher tries to analyze the movie by applying behaviorist perspective. While chapter V is conclusion and suggestion.